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Message Text

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PAGE 01 TEHRAN 04214 040832Z
ACTION NEA-07

INFO OCT-01 SS-14 ISO-00 PA-01 INR-05 CIAE-00 NSAE-00
DODE-00 NSCE-00 L-01 SP-02 /031 W
----------015969 041224Z /45
R 031049Z MAY 78
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 8132
INFO USICA WASHDC

C O N F I D E N T I A L TEHRAN 04214

LIMDIS

NOFORN

E.O. 11652: GDS
TAGS: SOPN, IR
SUBJ: JAMES LINEN'S LATEST UNDERTAKING

1. FORMER TIME-LIFE PUBLISHER JAMES LINEN STOPPED IN TO DESCRIBE A NEW PROJECT HE IS UNDERTAKING ON BEHALF OF THE GOI. IN SUM, IT HAS TO DO WITH IMPROVING THE IMAGE OF IRAN IN THE U.S.

2. ACCORDING TO LINEN, HE HAS A CONTRACT WITH THE GOI MINISTRY OF INFORMATION TO PRESENT QUOTE A DETAILED PLAN DESIGNED TO ENHANCE AND MORE ACCURATELY PROJECT THE IMAGE OF IRAN IN THE UNITED STATES UNQUOTE. LINEN, PRELIMINARILY, HAS PROVIDED THE PRIME MINISTER WITH A REPORT ON WHY AMERICAN MEDIA ARE GENERALLY CRITICAL OF THE IRANIAN GOVERNMENT. HE DOUBTS WHETHER MUCH CAN BE DONE TO CHANGE THIS STATE OF AFFAIRS IN THE SHORT RUN BECAUSE OF AMERICAN JOURNALISM'S NEW SELF-ASSIGNED ROLE AS QUOTE MISTRUSTFUL WATCHDOG UNQUOTE. HE THINKS THERE EXIST QUOTE OTHER CHANNELS WHICH CAN...
BE DECISIVE IN CREATING ACCURATE AND INFORMED PERCEPTIONS OF IRAN UNQUOTE.
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3. IN PRESENTING HIS PLAN, LINEN LAID OUT A SERIES OF STEPS WHICH HE BELIEVES GOI SHOULD TAKE. THESE RANGE FROM CULTURAL EXHIBITS TO ESTABLISHING AN IRAN INSTITUTE IN THE U.S. THERE IS ALSO A FAIRLY EXTENSIVE PRESS PROGRAM ANTICIPATED, BUT GOI VETOED LINEN'S PROPOSALS FOR A TELEVISION AND FILM EFFORT.

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4. AMBASSADOR SAID HE FELT GOI DID NEED ASSISTANCE IN PRESENTING ITS CASE BUT HOPED LINEN WOULD CONCENTRATE ON GETTING IRANIANS TO DO THEIR OWN JOB RATHER THAN UNDERTAKING THE WORK FOR THEM. LINEN SAID THAT WAS THEIR PLAN. WE ALSO RAISED QUESTION OF REGISTRATION UNDER FOREIGN AGENTS LAWS AND REGULATIONS. LINEN SAID HE DOUBTED THIS WAS NECESSARY BUT WOULD SEEK LEGAL ADVICE UPON HIS RETURN TO U.S.
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Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PROGRAMS (PROJECTS), THE PRESS
Control Number: n/a
Copy: SINGLE
Draft Date: 03 may 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TEHRAN04214
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Expiration:
Film Number: D780190-0667
Format: TEL
From: TEHRAN
Handling Restrictions:
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780595/aaaaddny.tel
Line Count: 71
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3bf998a4-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: CONFIDENTIAL
Original Handling Restrictions: LIMDIS
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: LIMDIS
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10 jun 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2798961
Secure: OPEN
Status: NATIVE
Subject: JAMES LINEN\'S LATEST UNDERTAKING
TAGS: SOPN, IR, (LINEN, JAMES)
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/3bf998a4-c288-dd11-92da-001cc4696bcc
Review Markings:
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Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014